

Student Lifestyles - UK - May 2011

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What is this report about?

This report on student lifestyles explores both students' and non-students' attitudes towards university, it examines the reasons students choose to enter Higher Education, what aspects they enjoy the most and how they spend their time and money. Postgraduate plans are explored and attitudes toward tuition fees are identified.

What have we found out?

- Understand the impact of tuition fees on student lifestyles: This report examines current student lifestyles and considers the impact that tuition fees and rising student debts will have not only on wider attitudes towards the value of a university education, but how lifestyles are likely to change for students. The report will help you to identify opportunities to harness the student's lifestyle to develop a better understanding for business opportunities and initiatives as well as products that directly talk to the aspirations of today's students.
- Tap into the stay at home student: Rising costs associated with university means that students are staying at home for longer to reduce costs. With fewer financial responsibilities, this stay-at-home group may have more disposable income to spend on products and services that will help them get to where they want to be.
- Develop better relationships with students: Brands that understand what students really want will win long-term loyalty. Will work experience and apprenticeships add clout to brand credibility?
- Debt and the recession: What are the motivations for students to go to university and how is this changing? To what extent does debt influence the decisions of students today? How concerned are they about their job prospects?
- The role of accountability: To what extent are students questioning the value of a university education? What alternatives are available? What role can companies play in offering alternatives?
- Changing lifestyles: As the cost of a university education continues to rise, student motivation to study and their approach to how they spend their day is likely to change in order to make going to university good value for money.

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